

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
HAWAII	1,108,229	1,211,537	1,256,844	1,336,979
MEDIAN AGE (YRS)	----	36.3	37.5	39.5
HISPANICS (ANY RACE)	----	87,699	90,959	96,926
STATE'S PERCENTAGE	----	7.24%	7.24%	7.25%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		294,102	303,169	318,152
STATE'S PERCENTAGE		24.28	24.12	23.80
MEDIAN AGE (YRS)		39.8	41.5	44.7
BLACK/AFRICAN-AMERICAN		22,003	22,863	23,491
STATE'S PERCENTAGE		1.82	1.82	1.76
MEDIAN AGE (YRS)		27.4	28.1	28.7
AMERICAN INDIAN/NATIVE		3,535	3,695	3,878
STATE'S PERCENTAGE		0.29	0.29	0.29
MEDIAN AGE (YRS)		32.7	32.4	32.1
ASIAN		503,868	521,510	554,866
STATE'S PERCENTAGE		41.59	41.49	41.50
MEDIAN AGE (YRS)		42.6	44.4	47.1
HAWAII/PACIFIC ISLANDER		113,539	117,393	124,231
STATE'S PERCENTAGE		9.37	9.34	9.29
MEDIAN AGE (YRS)		28.8	29.9	31.7
OTHER		15,147	15,363	15,729
STATE'S PERCENTAGE		1.25	1.22	1.18
MEDIAN AGE (YRS)		28.1	28.2	28.4
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN		----	355,099	368,261
SUBURBAN		----	735,112	783,749
RURAL		----	166,633	184,969

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$53,650	-----	
PER CAPITA	\$23,565	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$18,266,151,000	\$23,272,661,000	27.41%
FOOD AT HOME TOTAL	\$2,215,459,000	\$2,606,260,200	17.64%
FOOD AWAY FROM HOME TOTAL	\$1,918,136,600	\$2,418,108,100	26.07%
FOOD AS % OF TOTAL EXPENDITURES	22.63%	21.59%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$420,156,500	\$499,726,600	18.94%
FISH & SEAFOOD PRODUCTS	\$41,909,200	\$49,164,500	17.31%
FRUITS & VEGETABLES	\$297,574,300	\$343,213,600	15.34%
DAIRY PRODUCTS	\$220,318,600	\$259,065,400	17.59%
BAKERY PRODUCTS	\$225,156,800	\$257,257,100	14.26%
CEREALS & PRODUCTS	\$144,139,800	\$176,867,400	22.71%
PREPARED FOODS	\$361,286,000	\$423,695,400	17.27%
JUICES	\$67,289,800	\$77,560,200	15.26%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$122,474,800	\$171,889,400	40.35%
FAST FOOD	\$52,926,600	\$71,925,200	35.90%
FULL SERVICE	\$69,548,200	\$99,964,200	43.73%
LUNCH	\$520,605,900	\$651,335,600	25.11%
FAST FOOD	\$302,366,300	\$369,981,300	22.36%
FULL SERVICE	\$218,239,600	\$281,354,300	28.92%
DINNER	\$707,219,100	\$908,832,100	28.51%
FAST FOOD	\$267,642,600	\$330,098,900	23.34%
FULL SERVICE	\$439,576,500	\$578,733,200	31.66%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$994	\$1,093	9.96%
POULTRY	\$303	\$334	10.23%
EGGS	\$63	\$68	7.94%
FISH & SEAFOOD			
FRESH	\$49	\$52	6.12%
FROZEN	\$31	\$36	16.13%
CANNED	\$20	\$20	0.00%
FRUITS / VEGETABLES			
FRESH	\$541	\$579	7.02%
CANNED	\$80	\$89	11.25%
FROZEN	\$52	\$53	1.92%
OTHER	\$31	\$29	-6.45%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$174	\$186	6.90%
CHEESE	\$109	\$113	3.67%
ICE CREAM	\$88	\$95	7.95%
BUTTER / MARGARINE	\$37	\$45	21.62%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$422	\$446	5.69%
COOKIES	\$71	\$74	4.23%
CRACKERS	\$41	\$43	4.88%
CEREALS & PRODUCTS			
CEREALS	\$132	\$140	6.06%
PASTA PRODUCTS	\$61	\$71	16.39%
FLOUR & MIXES	\$44	\$53	20.45%
RICE	\$103	\$124	20.39%
PREPARED FOODS			
SNACKS/CHIPS	\$125	\$144	15.20%
JUICES	\$159	\$170	6.92%
FROZEN/PREP. OTHER	\$95	\$109	14.74%
SOUPS	\$63	\$73	15.87%
SAUCES & GRAVIES	\$70	\$68	-2.86%
BABY FOOD	\$49	\$53	8.16%
FROZEN MEALS	\$39	\$44	12.82%
NUTS	\$47	\$50	6.38%
SALADS	\$20	\$24	20.00%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch